

WHAT IS CLAIMED IS:

1. A heat shrinkable film laminate useful for packaging comprising in order:

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(a) a heat shrinkable film comprising a polymer having at least 80% by weight polyethylene terephthalate polymer, wherein said film is biaxially oriented in the range of about 5% to about 55%, said film having an outer surface and an inner surface; and

(b) a solventless adhesive coating; and

(c) a film having a heat shrinkage of at least 5% less than (a).

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2. The laminate of claim 1 wherein the film of (c) having a heat shrinkage of at least 10% less than (a).

3. The laminate of claim 1 wherein the film of (c) having substantially no heat shrinkage.

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4. The laminate of claim 1 wherein the film of (c) is selected from the group consisting of nylon, polypropylene, polyethylene, ionomer, acid copolymer, ethylene vinyl acetate, polyethylene terephthalate, polystyrene, ethylene vinyl alcohol, polyvinylidene chloride, and coextruded combinations thereof.

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5. The laminate of claim 1 wherein the solventless adhesive coating (b) is selected from the group consisting of waterborne acrylic emulsion and polyurethane.

6. The laminate of claim 1 wherein the solventless adhesive coating (b) is elastomeric.

7. The laminate of claim 6 wherein the solventless adhesive coating (b) is polyurethane.

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8. A heat shrinkable film laminate useful for packaging comprising in order:

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(a) a heat shrinkable film comprising a polymer having at least 80% by weight polyethylene terephthalate polymer, wherein said film is biaxially oriented in the range of about 5% to about 55%, said film having an outer surface and an inner surface; and

(b) a solventless adhesive coating; and

(c) a film having a heat shrinkage of at least 5% less than (a), and

(d) further comprising a barrier layer adjacent the heat shrinkable film (a).

9. The laminate of claim 8 wherein the film of (c) having a heat shrinkage of at least 10% less than (a).

5 10. The laminate of claim 8 wherein the film of (c) having substantially no heat shrinkage.

11. The laminate of claim 8 wherein the film of (c) is selected from the group consisting of nylon, polypropylene, polyethylene, ionomer, acid copolymer, ethylene vinyl acetate, polyethylene terephthalate, polystyrene, ethylene vinyl
10 alcohol, polyvinylidene chloride, and coextruded combinations thereof.

12. The laminate of claim 8 wherein the solventless adhesive coating (b) is selected from the group consisting of waterborne acrylic emulsion and polyurethane.

13. The laminate of claim 8 wherein the solventless adhesive coating (b)
15 is elastomeric.

14. The laminate of claim 13 wherein the solventless adhesive coating (b) is polyurethane.

15. A package adapted to contain a food comprising a tray in combination with a heat shrinkable film laminate comprising in order:

20 (a) a heat shrinkable film comprising a polymer having at least 80% by weight polyethylene terephthalate polymer, wherein said film is biaxially oriented in the range of about 5% to about 55%, said film having an outer surface and an inner surface; and

(b) a solventless adhesive coating; and

25 (c) a film having a heat shrinkage of at least 5% less than (a), and

(d) further comprising a barrier layer adjacent the heat shrinkable film (a).